



Art Beat

SEPTEMBER 2014

www.scottsdaleartistsleague.org

Newsletter Of The Scottsdale Artists League Since 1961

PO Box 1071, Scottsdale, AZ 85252-1071

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JULY Door Prize Donations & Winners

*From Arizona Art Supply
~ Alex Pekala ~
\$25 Gift Certificate*

*From Blick/Utrecht Art Supply
~ Sue Parish ~
\$25 Gift Certificate*

*From Jerry's Artarama
~ Sue Hunter ~
\$25 Certificate*

50/50 Drawing

*~ Irene Donato ~
\$12.00*

*Tickets are drawn from
members who have paid their
dues, signed in and received
raffle tickets.*

Guest Presenter for September John Kitts ~ Art Photographer



15 years studying Fine Art Photography, John worked with masters to perfect the technique.

Did extensive travel determined to capture the true beauty of nature.

Using a 4 x 5 large format camera, traditional silver gelatin process and study of black and white platinum palladium and other alternative printing processes.

422 Gallery was created in 2002 dedicated to the growth and education of photography throughout Metro Phoenix and Arizona.

~Freddie Lieberman, 1st VP of Programs

Next General Meeting September 2nd

Member CRITIQUE

Dave Flitner is leading our critique. All members & guests are invited to participate with work and suggestions for the work. Please join us! **Critique begins promptly at 5:45 pm and runs to 6:45 pm** prior to the General meeting. Paintings and drawings do not need to be framed. Unfinished pieces are welcome for suggestions to finish them. Those members arriving with work after 6:15 risk not having their work critiqued depending on volume of work brought in earlier.

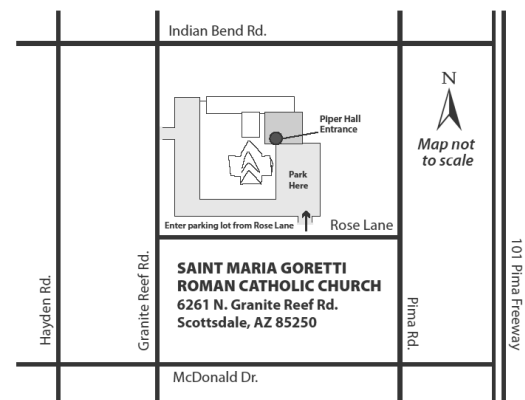
1 painting only per person please.

We would prefer that participants in the critique please not bring paintings that are freshly wet, oils particularly, as the paint gets on our hands and clothes from handling the pieces and then paint is transferred to other works and the carpet in the critique area. If you have a frame to put the painting in for handling purposes that will be appreciated.

Thanks from the critique leaders.

~ Jim Garrison, Critique Master

1st Tuesday Night of each Month after 5:45 p.m.



OFFICERS

President

Terry Hamra • 765-210-8621

• terry2art@yahoo.com

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Freddie Lieberman • 480-998-8782

• fredarts@cox.net

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• rxart@cox.net

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• ericka@cerowoodart.com

BOARD OF DIRECTORS

Membership Chair – Mona Houle

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Newsletter 'Art Beat'

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• karen_m_lockhart@cox.net

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• 480-456-3768 • maleyjk@aol.com

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AZ Art Alliance - Rita Goldner

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Scholarship - Linda Phillips

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• wilcoe@cox.net

Critique Master - Jim Garrison

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Dave Flitner, Donna Levine

Paint-out Coordinator - Rita Goldner

• 480-948-6547 • ritagoldner@msn.com

Webmaster – Ryan Wood

• 480-874-2272 • ryan@cerowood.com

PRESIDENT'S CORNER



Welcome SAL Members and Guests,

It was good to see the turnout at our August general meeting. I apologize for the glitch in the sound system. Thankfully the air in the building was working fine. A big 'Thank you' to Dave Flitner for his demonstration and knowledge of design, color and light while doing a beautiful Sedona landscape.

Our Members Critique starts at 5:45 pm. before the general meeting. The Piper Hall will not be unlocked before 5:30 pm. I have asked the critique leader to enter through the back classroom door.

In the coming months, the Scottsdale Artists League will have opportunities to show and sell our work. We will be having sign-up sheets for participants and volunteers.

Please keep in mind our organization depends on our member's commitment of time and support for our future success.

~Thank You, Terry Armstrong Hamra, President

Rules for entering Artist of the Month

You cannot enter a piece that has been in the critique that same evening and you must have attended at least 3 meetings this fiscal year.

Artwork

Of the Month

1st Place ~ "Follow the Light"

by Leslie Austin



2nd Place ~ "Letter from Home"

by Joan Langdon



3rd Place ~ "The Lights"

by Freddie Lieberman



PLEASE NOTE I also need all information from general meeting by this date also.

News DEADLINE 5 PM ~ Friday, Sept 5th for October issue

PLEASE send in early! Email to: karen_m_lockhart@cox.net Thank you!



Is your advertising reaching the right market?

Scottsdale Artists League is providing advertising space in their monthly newsletter and their annual membership directory at a very reasonable rate. Our newsletter and directory reach serious artists with the need for artist supplies and materials. **Let them know that you support them with your ad.**

Circulation

Our Newsletter has a direct mailing of 150+ members. In addition, it is sent to all the other art leagues and guilds in the valley which makes your ad available to numerous readers and serious artists throughout the entire Phoenix area. The newsletter is posted to our website and archived for up to a year adding even more value and longevity to your advertising dollar!

The Annual Directory is a tool often picked up throughout the year by other members and organizations for the purpose of contacting artists to inform them of upcoming events and exhibitions. This provides an excellent opportunity for exposure to your business or service.

Rates, Deadlines, and Ad Sizes/Formats

Monthly Newsletter

1/8 page: \$10.00
Size: 3.75" wide by 2" tall
1/4 page: \$18.00
Size: 3.75" wide by 4.75" tall
1/2 Page: \$35.00
Size: 7.5" wide by 4.75" tall
Full Page: \$70.00
Size: 7.5" wide by 10" tall

Discount of 10% for 6 month advertising
Discount of 15% for one year advertising
Printed newsletter is black and white,
with the digital version in full color.
File formats accepted:
PDF, JPG at 300DPI, or TIFF at 300DPI
Ads due by the first Friday of each month.

Annual Membership Directory

1/2 Page: \$200.00
Size: 4.5" wide by 3.75" tall
Inside front, inside back or back cover:
\$350.00 Size: 4.5" wide by 7.5" tall
Printed in black and white,
black and white ad preferred.
File formats accepted:
PDF, JPG at 300DPI, or TIFF at 300DPI
Ads due by the first Friday in July

For more information contact
Advertisement:
Kathleen Maley
480-456-3768 maleyjk@aol.com
PO Box 1071, Scottsdale, AZ
85252-1071
www.scottsdaleartistsleague.org

For **ART BEAT** ads contact
Karen 602-803-0931
karen_m_lockhart@cox.net

=====CUT HERE AND MAIL IN FORM ALONG WITH YOUR PAYMENT=====

Membership Application for the Scottsdale Artists League

Please print and complete all areas that apply

Name: _____

Phone: (_____) _____ - _____

Address: _____

City: _____ State: _____ Zip: _____

E-mail: _____

Receive monthly SAL newsletter "Art Beat" by: ☐ E-mail ☐ US mail (\$5 additional postage fee)

☐ I want my Website Link* on SAL's "Members Art for Sale" web page
(***\$10 Website link annual fee, must also be a SAL member**)

Website address: _____

Art Media Used: _____

☐ **I do not want my information included in the member directory or the SAL Website**

Date: _____

Fiscal year July 1 to June 30 • Minimum Age: 18 Years

Please Check One: ☐ New ☐ Renewal

Annual Donation: ☐ \$42 year - Individual ☐ \$50 year - Family
☐ \$75 or more year - Patron ☐ \$10 year - Website Link*
☐ \$5 year - postage fee (US mail newsletter)

Please check how you will be willing to help the League:

- | | |
|---|---|
| <input type="checkbox"/> Assist with shows | <input type="checkbox"/> Assist with Ways and Means |
| <input type="checkbox"/> Assist with exhibitions | <input type="checkbox"/> Sell advertising space |
| <input type="checkbox"/> Hang and take down shows | <input type="checkbox"/> Publicity |
| <input type="checkbox"/> Work on a committee | <input type="checkbox"/> Plan Workshops |
| <input type="checkbox"/> Help with membership | <input type="checkbox"/> Teach a Workshop |
| <input type="checkbox"/> Scholarship Committee | <input type="checkbox"/> Demonstrate at meetings |
| <input type="checkbox"/> Accept a Board position | <input type="checkbox"/> Help with refreshments |
| <input type="checkbox"/> Telephone Committee | <input type="checkbox"/> Newsletter circulation |
| <input type="checkbox"/> Other: _____ | |



scottsdaleartistsleague.org

Administrative use only:

Payment type: _____

Check #: _____

Other: _____

Send Application and check made out to the Scottsdale Artists League to:

Scottsdale Artists League, P.O. Box 1071, Scottsdale, AZ 85252-1071, Attn: Membership Chairperson

Giclée Printing Experts

VISIT OUR WEB SITE

COMPREHENSIVE INFORMATION ON GICLÉE PRINTING

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480-778-9330

GICLÉE PRINTING • HIGH RESOLUTION PHOTOGRAPHY OF ARTWORK • DRUM SCANNING • ARTIST'S NOTE CARDS

Next Board Meeting is August 26th 5 – 7 pm

The address is 6900 E Indian School Rd Scottsdale, AZ.

Located 2 blocks West of Scottsdale Rd on E. Indian School Rd.

Parking is in the back of the building and the meeting room is on the first floor to the left at the end of the hall.

Last General Meeting

Thank you to Dave Flitner for doing such a bang-up job at his presentation for SAL. There has been a lot of great feedback on the presentation.....all good! Here are some photos of him at the demo!



Thank you to the photographers:

Terry Hamra and Rhonda A. Sherman, Esq /Raul Espinoza



Thanks to Laurie
for being the grip!

For more information on Dave Flitner and his teaching go to Jerry's Artarama to sign up for classes.
Call Jerry's at 480-775-6787 to reserve a spot!

To see his artwork, visit Dave's site: <http://davidflitner.com/galleries> ~ To contact Dave Flitner email: flitner@cox.net
Galleries to visit:

Gold Nugget Art Gallery (online only)

www.goldnuggetartgallery.com P. O. Box 359, Wickenburg, Arizona 85358

Heritage Gallery

heritageonlinegallery.com 480-941-9041 7190 Main Street, Scottsdale Arizona 85251

Rogaway's Turquoise Tortoise Gallery

www.rogowaygalleries.com 520-398-2041 #5 Calle Baca, Tubac Arizona 85646

Membership Chair Info

We had 56 members and 3 guests for our August General meeting. 52 members recorded and in directory so far. For questions on memberships or mailing of newsletter ~ please contact *Mona Houle* 602.721.9676
mona@monahoule.com

Treasurer's report

June 2014 ~ Income was \$1,051.60 ~ Expenses were \$1,109.90 ~ For a Net Income of -\$58.30 ~ Total Liabilities and Equity \$33,412.04 ~Treasurer, Ericka Cero Wood

Shows

THE BUTTERFLY WONDERLAND SHOW New Update!

SHOW DATES: December 5th, 6th and 7th - (Friday, Saturday and Sunday).

LOCATION: 9500 E Via de Ventura, Scottsdale, AZ 85256

9AM- 5PM. 7 days a week

(480) 800-3000 butterflywonderland.com

PHOTO SHOOT DATES:

August 20, (Wednesday) September 12, (Friday) October 15, (Wednesday) November 14, (Friday)

To get in FREE just tell them you are with SAL. Hours: 9AM -11AM

You as a showing member must work 4 hours. I am in need of helpers and remember to stock your car with artwork because as one painting sells, it will be replaced with another. Note Cards, jewelry, charms, magnets, etc. are highly encouraged. Commission is 30% with 20% going to Butterfly Wonderland and 10% going to the club. The Butterfly Wonderland is having some promotion going on the same weekend and we will be advertised. We also will be able to have a good sized sign out front. I will look into getting tee shirts, aprons or something to wear. If anyone knows someone in the trade or has another idea, please don't hesitate to get in touch with me.

Our subject matter can also be Dragonflies, Bees and Tropical Fish and of course Butterflies. I am so excited about this show because I feel it can bring our Artists and the Club some real recognition and needed funds. Happy Creating!

If you have questions on future shows, please call or email

Marsha Klinger @ 602-283-4047 marsha.klinger@yahoo.com. 513-515-4121 mobile

Fund Raising



Have you purchased your case?

wilco@cox.net or 480-695-0661 ~ 50% of profit goes to SAL as a donation. Cost is \$40. Thank you, Wil.

Happenings

WOW! Hal Stewart has done it AGAIN. Hal just got accepted into the following 2 art shows:

Bosque Art Classic 2014 – a prestigious western art show held in Clifton, TX - September 14-27, 2014. ***"Huron Warrior"*** bronze accepted. There were 664 entries and only 158 pieces accepted. *"I am honored and flattered"* said Hal. The judge for this show was R.S. Riddick – a member of Cowboy Artists of America.



Western Trappings on The Llano – another well attended western art show held in Llano, TX – October 18, 2014 - January 4, 2015. ***"Hello, Old Friend"*** bronze accepted.

Congratulations!

ARTWORK OF THE MONTH ENTRIES



We will feature in our September general meeting Art Work of the Month entries **ONLY PHOTOGRAPHY!**

Today's Joke

Several days ago as I left a meeting at a hotel; I desperately gave myself a personal TSA pat down. I was looking for my keys. They were not in my pockets. A quick search in the meeting room revealed nothing. Suddenly I realized I must have left them in the car. Frantically, I headed for the parking lot. My husband has scolded me many times for leaving the keys in the ignition. My theory is the ignition is the best place not to lose them. ~ His theory is that the car will be stolen.

As I burst through the door, I came to a terrifying conclusion. His theory was right. The parking lot was empty. I immediately called the police. I gave them my location, confessed that I had left my keys in the car, and that it had been stolen.

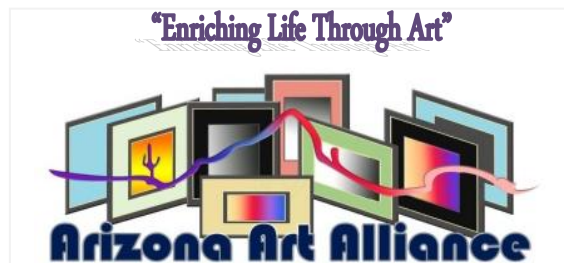
Then I made the most difficult call of all, **"Hi, honey,"** I stammered, (I always call him "honey" in times like these) **"I love you."** Then I paused for a second, **"I left my keys in the car and it's been stolen."**

There was a period of silence. I thought the call had been dropped, but then I heard his voice. **"Are you kidding' me?"** he barked, **"I dropped you off" !!! !!!!**

Now it was my time to be silent. Embarrassed, I said, **"Well, come and get me."**

He retorted, **"I will, as soon as I convince this cop I didn't steal your car."**

Yep it's the golden years.....



Mailing Address: 10810 N. Tatum Blvd. 102-264, Phoenix, AZ 85028.

New Location: Southern Commerce Center, 2717 W. Southern Avenue, Ste. 6, Tempe, Arizona 85282

Nearest Cross Streets are: 48th street and Southern Avenue

Phone: 602.870.7610




MESSAGE FROM THE PRESIDENT, MIKE BRADY

Hi All,

Wow, it's been 2 months already since we closed our Gallery at the Pavilions at Talking Stick. We have accomplished a lot, but there is still so much to do. Have you checked out our website lately? It's been changed and updated considerably. We are continually working to make it easier to navigate and to make it more functional. As you browse around you will notice some empty pages. These pages are waiting to be put back into the game. As we progress, we will see the website grow with new information and with navigation made easier. There will be a new tab on the Home Page probably called Artist Links that YOU can use to promote your own website. For only \$25/year you can display a piece of your original art & pertinent info about yourself with a link to your website. Our new Jury system is now posted at <http://www.azartalliance.com/juried.html> and offers new opportunities for non-juried artists to become juried without having to go through any special application/fee process. Check it out!


The next empty page to be filled on the website is news of the renewal of our workshop services. Our workshop room is raring to go, with a couple of Veterans' Art Programs already under its belt. I would like to take this opportunity to announce that Shannon Smith is going to be our new Workshop Manager and the details of how to procure time and space for those of you that like to teach



OPEN HOUSE

ARIZONA ART ALLIANCE

2717 W. Southern Ave. Ste.6, Tempe, AZ 85282



When: Saturday, October 11, 2014


Time: 4:00 – 6:00 PM

Light Refreshments, Prizes & FUN

The first fifteen people to arrive will receive a prize!

MARK YOUR CALENDER!!!!

Enriching Life Through Art



2717 W. Southern Ave. Ste.6,
Tempe, AZ 85282
Telephone: 602.870.7610
info@azartalliance.com

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Contact:

Maryanne Noli
Maryanne.noli@yahoo.com
Judy Delmonico-Roll
jdelmonico-roll@cox.net
Carmen Timm
Kriket1964@aol.com

To access your Arizona Art Alliance newsletter go to <http://www.azartalliance.com/newsletters.html>

#2

A Six-Installment Editorial

By Karen Lee....

Installment Two:

Fine Art Marketing Director, Karen Lee is writing a six-part editorial detailing the many aspects and avenues of fine art marketing and promotion. We will continue with **BRANDING** and **SELF-PROMOTION**....

Branding

An apple with a rainbow running through it is immediately recognized as Apple Computers. Golden Arches is unmistakably McDonalds, and a red and white bulls-eye is obviously Target Stores. When developing a product or business one of the most important things is to create a brand that is all its own. Successful artists know this and allocate time and resources to the branding process. A good example of an artist who understands this component of the business of fine art is Thomas Kinkade. Many years ago he brilliantly labeled himself, "The Painter of Light". In fact, when you type into google, "painter of light" guess who pops up all over the page? Yes, Thomas Kinkade. He understood in the beginning of his career that there is an artist on every corner and standing out from the crowd is essential for success. Everyone knows someone who is an artist, has at least one artist in the family as well as several neighbors and one or two associates at work who are trying to take their artwork to the next level. With so many creators competing for editorial coverage, gallery space, collector's support and online attention what is an artist to do to stand apart and stand out?



Thomas Kinkade

Stand Apart and Stand Out

Creating great art is just the beginning. Once you have a series of art to promote and sell you must then develop a plan that begins with a brand. Selecting ten to twelve of your best pieces is where you start. Then you create a "theme"...something that pulls your artwork together into a collectable product. (Sometimes this takes an outside viewpoint such as a Marketing Director). After you have developed your series, now ask yourself these three questions:

- 1. What is your art representing? Figurative, equine, western, contemporary? Watercolor, oil, bronze? What makes you unique?**
- 2. Who is your ideal collector? What are their demographics, i.e. age, income, location, etc... Who is your buyer and where do they live?**
- 3. What is your story? Every successful artist has a story, whether true or "developed", selling art is a lot easier if you have something to talk about.**

What Are You Known For?

Once you have a sense of what you want your art to represent and whom your buyer is developing a sense of individuality is next. In the business of fine art it is very important to take your story and stand out, especially when competition is so fierce! A successful artist must be “known” for what they do and then be the best at it. In last months editorial I talked about the need to find your niche’ and study, study, study. You must hone your craft before you can even think of branding and promotion. But once you have become the best possible artist you can be, then creating your brand is the next step. For example, if you are a wildlife artist and you write the by-line, “Jane Doe...wildlife artist.” then you’ve done nothing to separate yourself from the thousands of other artists of that genre’. However, if you write, “Jane Doe...Opening a Window to a Wild World” you are separating yourself from the pack while creating a visual reference. The goal of branding is to not only set yourself apart, but to be remembered. When you see a Jackson Pollock or Jeremy Lipking painting you know immediately it’s their work. They have developed a style that is unmistakably theirs. This is key to success in fine art.

Self Promotion

The single most difficult job in the business of fine art is self promotion. It’s never easy to talk about yourself, however, in today’s highly competitive art world, it’s a MUST! When you look at the most successful artists throughout time you will notice they were all brilliant at creating a “buzz”. Hying oneself is an art all itself. One of the greatest at this was Muhammad Ali. What made him the “King of Self Promotion” was not only could he talk about himself better than any pitchman, but could also back it up with one heck of a punch and that’s the key to fine art promotion... Hying your art and having the goods to back it up. Here’s a short list of artists that have created a brand/image and were master “HYPE-MEN”.

1. **Andy Warhol:** Warhol made himself into a household name by associating his art with well established household objects and icons. For example, Campbell’s Soup, Marilyn Monroe and Elizabeth Taylor. He also surrounded himself with the “IT” people of his day. Smart! When you’re seen (or exhibit) with the best, people put you into a special group (category) of masters.
2. **Pablo Picasso:** Picasso began his career as a representational artist, but then soon realized that big money was in contemporary, abstract art. Picasso’s ability to change directions, develop a story and hype his work puts him on the list.
3. **Jeff Koons:** Koons elevation of kitsch and “tacky” images helped contribute to his rise to the top of the art world. For example, in 1992 Koons took the unprecedented step of not only brashly mounting a “retrospective” when he was very young, but making his work in duplicate so he was able to stage multiple retrospectives simultaneously in different cities and participate in more than 75 exhibitions in more than 15 countries between 1986 and 1993. A master of self promotion. He understood that even bad press was valuable.

Essentials for Great Self Promotion:

1. **Confidence:** Confidence is one trait most successful artists have in common. One very famous artist that has graced numerous magazine covers has a secret...he is painfully shy. On the drive to one of his many ‘one-man’ gallery exhibitions he looked at me and said, “I hate these things.”....“What things?” I asked....“Crowds. I have never been comfortable with people crowding around me, patting me on the back with adulation.”...I couldn’t believe my ears. Here was one of the most successful artists in today’s art world telling me he hated going to his own shows. He confided that he was much more comfortable sitting behind his easel alone in his studio than standing in a crowded room of collectors. HOWEVER, the key to his success was his ability to walk into any show and shed any fears and flip a switch; turning himself into a talkative, confident crowd pleaser. It was an amazing transformation. He said, “I may not always believe in myself, but I 100% believe in my work.”

2. **A Story:** Sometimes one of the best tricks of promotion is to have a story behind every work of art. A good friend of mine was the president of his national art organization and one of the smartest tools he used to sell his art was to develop a story about the piece. I'm not sure if every narrative was "accurate" but the collectors could have cared less. They loved hearing about the who, what, when and where of his paintings. Another very successful client of mine likes to "dress the part". He is a brilliant western artist and it doesn't matter how many other artists are exhibiting with him, when he enters a room you know exactly who he is. His collectors would push past each other trying to get to the artist first. Then they would wait in line to say hello and hear his latest stories. It was brilliant!

3. **Energy:** I've produced many, many large exhibitions. Some had over 500 patrons with 30 to 40 artists exhibiting. The artists that were the most successful and sold the most work were the ones that had crazy amounts of energy. Most would collapse after the show, but during they oozed confidence, energy and enthusiasm. They were so excited about their work, and it showed. I saw one artist talking about a painting to the waitress serving cocktails...and she sold her the piece! If you're not interested in your work NO ONE ELSE WILL BE.

4. **Connections:** Making connections at exhibitions, art classes, meetings or online are super important. Always keep lots of business cards, Bio Sheets, 5 x 7" cards, etc... on hand. Pass out your materials every chance you get. Artists who spend the time to "get out there" sell more art and exhibit more work.

5. **Persistence:** Calling editors, bloggers, gallery owners and directors is critically important, but follow-up is even more so. This doesn't mean that making a pest of yourself will help you get publicity, so two to three calls is standard. For example, for a possible editorial: First call: Your introduction- the who, what, why, and notification of sending materials. Second call: Did they receive your materials and did they have any questions for you. Third call: Were any decisions made and can you be of any further assistance. This is a good recipe for making inquiries and connections. However, if you find this all a bit challenging, finding a great Art Director is a good idea. You can also find tons a great information online.

Developing a Story:

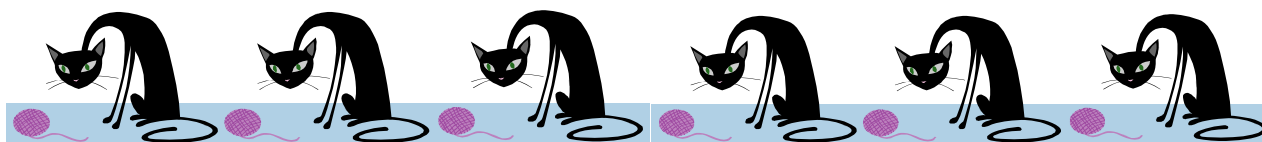
When I begin working with a new client the first thing I do is put a series of artwork together to make a cohesive collection. Then I develop the artist by-line and marketing tools (the brand). Once I have a product I believe will be successful I then create the story. Who is my artist, where did he/she come from and where are they going...the who, what, where and why. It's much easier to sell a story to an editor than just present the art alone. The art must speak for itself, but it should have something to tell the viewer. Buyers purchase a certain piece of art because it makes them feel something. The story helps in this effort. This is where the Bio Sheet and marketing tools become so important.

CONCLUSION

Branding and self-promotion is a part of every successful artists career. You want to define your vision so you will stay in the mind of the audience you're trying to reach. Good branding is about becoming known for something you're good at above all the competition. With hundreds and thousands of artists vying for collectors and attention, every effort must have a specific purpose. A plan.

This is where I leave you until next months issue: Installment #3 "HOW to CREATE the PERFECT BIO SHEET and ON-LINE MARKETING TOOLS."

If you have any questions you would like to ask Karen Lee you can go to her website at <http://www.KarenLeeFineArt.com> or email: KarenLeeFineArt@gmail.com



AROUND TOWN

The fifth annual **Herberger Theater Festival of the Arts** is on Saturday, November 1, 11:30am-5:00pm.

Celebrate the arts and the community in downtown Phoenix with live music, performances, great food, children's activities, Lunch Time Theater excerpts, film shorts, pet adoptions, tequila tasting and more!

To commemorate our 25th anniversary, this year's theme is **Let's Go Retro - 80s Style!** We encourage guests to dress the part! Big hair, leg warmers, layers of clothes is the right idea! Teach the youngsters in your life to rock the 80s as well. Costume contests for adults and children will be held at 3:00pm on the outdoor stage.

Tickets are only \$5; free for children 12 and under and active/retired military (with id). Tickets can be **purchased online** or at the entrance gate the day of the festival. Proceeds benefit the **Herberger Theater Youth Outreach Programs**.



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